

REMARKS

This is in response to the Office Action dated January 30, 2002. Reconsideration is respectfully requested.

Claim 24 stands rejected under 35 U.S.C. § 112, second paragraph. The Applicant has amended claim 24 to recite that the first side rather than the second side of the printed sheet is exposed.

Claims 1-20 and 26-29 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Dodd, U.S. Patent No. 6, 321,211. Attached to this amendment are declarations under 37 C.F.R. 1.131 signed by all inventors of the above-identified application showing that the invention described and claimed in the above-identified application was conceived and the inventors were working diligently toward reducing the invention to practice earlier than the July 6, 1999 filing of the Dodd patent. Accordingly, the Applicant respectfully submits that the Dodd should be removed as a reference and that claims 1-20 and 27-29 are allowable.

Moreover, the Applicant respectfully submits that subject matter of claims 1-20 and 27-29 is neither taught nor suggested by the Dodd reference. The Dodd reference discloses a system by which a user can electronically order a gift for a recipient. The recipient is notified of the gift and given an opportunity to select an alternative gift. Accordingly, the Dodd reference does not teach or suggest the invention as claimed in claim 1. Additionally, the Dodd reference does not disclose or suggest displaying a list of locations for a selected merchant, as recited in claim 3. Similarly, the Dodd reference does not disclose or suggest displaying a list of states in which a selected merchant has at least one location, as recited in claim 4. Similarly, the Dodd reference does not teach or suggest displaying a list of locations for a selected merchant within a selected state, as recited in claim 5. Similarly, the Dodd reference does not disclose or suggest prompting the remotely located user to designate a gift certificate amount, as recited in claim 6 or presenting to the user a list of available gift certificate amounts, as claimed in claim 7. The Dodd reference does not disclose the subject matter of claims 8-15, in which gift certificates from a selected merchant are delivered to multiple recipients. The Applicant respectfully submits that at least claims 3-15 contain allowable subject matter.

Claim 21-26 stand rejected under 35 U.S.C. § 103 as being unpatentable under Dodd in view of Spector. Since the primary Dodd reference has been removed, the Applicant respectfully

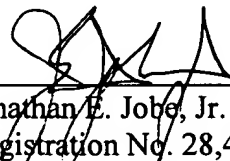
submits that claims 21-26 are allowable. Moreover, the Applicant respectfully submits that Spector does not suggest the invention as claimed in claims 21-26. Notwithstanding the Examiner's assertion that two-sided printing is well known, the Spector reference fails to teach or suggest the steps recited in several of claims 21-26. For example, the Spector reference does not disclose printing a recipients name and mailing address and a sender's name and return address on the card, as recited in claim 22. Additionally, the Spector reference does not teach or suggest folding the card into a mailer with the recipient's name and mailing address exposed, as claimed in claim 24. Similarly, the Spector reference does not disclose or suggest folding a separable portion over the second-sided sheet of the material prior to folding the sheeted material into a mailer, as claimed in claim 26. Accordingly, the Applicant respectfully submits that claims 21-26 are allowable.

The Applicant has added to the application by this Amendment new claims 31-39, which the Applicant respectfully submits, for the reasons stated above, are allowable.

The Applicant respectfully submits the application is condition for allowance.

Respectfully submitted,

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APPENDIX

1. (Amended) A method of providing combined social expression cards and gift certificates, which comprises the computer implemented steps of:
  - presenting a remotely located user with a selection of social expression card designs;
  - presenting said remotely located user with a selection of gift certificates;
  - in response to user selection of a card design and a gift certificate, delivering a combined social expression card and gift certificate to an addressee designated by said remotely located user.
5. (Amended) The method as claimed in claim 4, wherein said step of displaying a list of locations includes the step of, in response to user selection of a state from said list of states, displaying a list of locations for said selected merchant within said selected state.
8. (Amended) The method as claimed in claim 2, including the step of, in response to user selection of a merchant from said list of merchants, prompting said remotely located user to designate a [of] number of combined social expression card and gift certificates from said selected merchant to be delivered.
19. (Amended) The method as claimed in claim 1, including the step of printing said combined social expression card and gift certificate at [said] a central location.
24. (Amended) The method as claimed in claim [23] 22, including the step of folding said printed sheet into a mailer with said [second] first side exposed.
25. (Amended) The method as claimed in claim 24 [23], wherein said sheet of material includes a separable portion and said step of step of printing said combined social expression card and gift certificate includes the steps of printing said gift certificate on said separable portion.